



**Preventing a Recall – Protecting Your Food Business
What Food Entrepreneurs Need to Know About Food Safety and Product Recalls
Presented by NCDA&CS
Food & Drug Protection Division and Marketing Division**

AGENDA

Date: Thursday, September 17, 2009

Location: Governor James G. Martin Building, NC State Fairgrounds, Raleigh, NC

Time: 8:30 a.m. – 3:45 p.m.

Program Agenda:

8:30 – 8:45: Registration & Networking

8:45 – 9:00: Welcome & Introduction to the Food Safety & Defense Taskforce

9:00 – 9:20: Lessons from the Food Safety Front: What if you had used peanut butter in your products?
Wendy Campbell, NCDA

9:20 – 9:40: The economics of food recalls: What a recall can cost your business
Annette Dunlap, NCDA

9:40 – 9:50: Break & Networking

9:50 – 10:50: Are you ready for the “major leagues?”: What the supermarkets look for from their suppliers
Lori Jenrette, Quality Assurance, Harris Teeter

10:50 – 11:00 Break & Networking

11:00 – 12:00: What to do if you need to issue a recall: Recall Procedures – Agency Roles
FSIS/State Meat Inspection Role – Harry Wilson
NCDA CS Role – Harold McDowell
NC DENR Role - Cris Harrelson

12:00 – 1:00: Lunch
John Kimber, Director, NC Sweet Potato Commission Foundation

1:00 – 2:00: How to conduct a recall: Exercise/scenario involving Class 1 Recall

2:00 – 2:30: What we learned: Feedback on exercise and improving the recall process

2:30 – 2:45: Break & Networking

2:45 – 3:30: If a recall is needed: How to communicate with your customers and the public if you have to do a recall
Brian Long, NCDA

3:30 – 3:45: Program Evaluations and Wrap-Up

